

the colorado symphony



FOR IMMEDIATE RELEASE

The Colorado Symphony Presents its New Business Plan
A Model for a 21st Century Orchestra

DENVER—December 22, 2011 – Two months ago a committee composed of board trustees, musicians, staff, community members and a representative of the Denver Musicians Association union began meetings which resulted in a new business plan entitled "A New Orchestra for the 21st Century." This Plan has been approved by the trustees and the musicians. Changes in the work rules necessary to accomplish the plan are embodied in a Memorandum of Understanding, which has been approved by over 95% of the musicians in a ballot taken for that purpose.

The plan envisages the orchestra reconnecting with all constituencies in the broad community that is Denver and the State of Colorado. The Orchestra's outreach will include presenting a wide range of music in Boettcher Concert Hall and also in a variety of additional venues, educating young adults and school children to the pleasure and value of great music of whatever period, providing music to our corporate community and bringing music to the health care arena to aid in the healing process.

The plan reflects the process and the actions intended as the future direction of the organization. It is a transparent and comprehensive description that addresses the mission, vision, goals, artistic and education direction, audience and resource development plans, technology and governance parameters as well as pro forma financials for FY 2012-14.

The new chapter for the Colorado Symphony begins with a repositioning of the orchestra through engagement, performance, education and connection throughout the entire metro region and the State of Colorado.

To view the Business Plan, visit http://www.coloradosymphony.org/pdfs/CS-2011_BusinessPlan-B-low.pdf.

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About the Colorado Symphony

The state's only full-time professional orchestra, the Colorado Symphony embraces a tradition of musical excellence by presenting a diverse array of live performances of the full range of music from traditional to contemporary throughout the year. Originally established in 1989 as the successor to the Denver Symphony, the Colorado Symphony performs in Boettcher Concert Hall and with chamber and

small ensemble groups throughout the Front Range. The orchestra presents outstanding education and community connections programs, as well as Masterworks, Pops, Holiday, Family, and the exciting new Inside the Score and Symphony on the Rocks series that have attracted a historic level of first-time concertgoers. By presenting music that is both timeless and inspiring, while taking risks with new musical collaborations and interactive concerts, the Colorado Symphony is attracting more diverse and younger audiences than ever before. The increasing popularity of Colorado Symphony concerts not only re-affirms the artistic excellence of the orchestra, but also reflects the Symphony's relevance to its Colorado community and deep-rooted enthusiasm for live orchestra music felt by so many individuals across the region. For more information about the Colorado Symphony, visit www.coloradosymphony.org.

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